

Executive Committee for Highway Safety
Keeping Drivers Alert & Increasing Driver Safety Awareness
Working Group Meeting Minutes – Mtg. #5
October 6, 2004, 2004

Location:

UNC HSRC, Chapel Hill @ 10:00 a.m.

Committee Members in Attendance:

Doug Robertson
Ben Zarzaur
Cliff Braam

Tom Crosby
Joe Geigle

Don Ferrier
Adam Fisher

Jane Stutts
Terry Hopkins

Scribe:

Cliff Braam

Minutes:

- The meeting began at approximately 10:10 a.m.

Open Meeting

Doug welcomed everyone back and thanked them for coming to the meeting. Everyone introduced themselves since we had a few new people present.

Task I – General Discussion

- The group was reminded that the main focus of today's meeting was to finish developing a strategy for submission to the Executive Committee at the next meeting on October 20.

No one had any new business to discuss, so the group moved onto Task II.

Task II – Develop Top Strategies

At the last meeting, the group had decided that the top strategy would be “**Conduct Education and Awareness Campaigns to Increase Younger Driver's Awareness of the Risks of Driver Distractions**”. The group spent most of the meeting time discussing the various aspects and components of this strategy. Prior to today's meeting, Joe had prepared a draft version of the strategy and sent it to everyone for them to review. Joe led the group through the various parts of the strategy and the subsequent discussions.

Joe will make revisions to the strategy per the groups comments and send it out to the group for their review and additional comments. These comments will be due back to Joe by noon on October 12 so that they can be incorporated into the final version for Doug to present at the committee meeting next week.

Task III – Discussion of Next Strategy

The group decided that the next strategy it would pursue would be focused on “Drowsy Young Drivers”. Tom agreed to take the lead on this strategy and will work to prepare a draft for the group prior to the next meeting.

- The meeting was adjourned at 12:00 p.m.

Action Items:

Name	Item
Everyone	<ul style="list-style-type: none">• Comments on strategy due to Joe by noon October 12, 2004
Tom	<ul style="list-style-type: none">• Prepare next draft strategy for young drowsy drivers and forward to the group prior to the next meeting.

NEXT MEETING: November 17, 2004; 10:00 – 12:00 at UNC HSRC